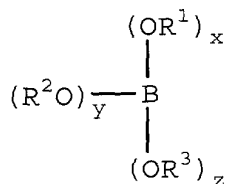


WHAT IS CLAIMED IS:

1. A process for manufacturing a cellulosic paper product, the process comprising:
forming an aqueous suspension of papermaking fibers;
introducing a borate compound into said aqueous suspension;
depositing said aqueous suspension onto a sheet-forming fabric to form a wet web; and
dewatering and drying said wet web, said borate compound comprising a compound of the formula:



wherein R^1 , R^2 and R^3 are independently selected from the group consisting of hydrogen and a saturated or unsaturated, substituted or unsubstituted, branched or straight chain hydrocarbyl moiety having from 1 to about 20 carbon atoms and x , y and z are integers ≥ 0 such that $x + y + z = 3$.

2. A process as set forth in claim 1 wherein R^1 , R^2 and R^3 are independently selected from the group consisting of hydrogen and branched or straight chain alkyl having from 1 to about 20 carbon atoms.

3. A process as set forth in claim 1 wherein said borate compound is selected from the group consisting of boric acid, trimethyl borate, triethyl borate, tri-n-propyl borate, triisopropyl borate, tri-n-butyl borate, triisobutyl borate, tri-sec-butyl borate and tri-tert-butyl borate.

4. A process as set forth in claim 1 wherein said borate compound comprises boric acid.

5. A process as set forth in claim 4 wherein said borate compound is introduced into said aqueous suspension prior to depositing said aqueous suspension onto said sheet-forming fabric.

6. A process as set forth in claim 5 wherein said aqueous suspension has a pH of from about 5 to about 6 after said borate compound is introduced into said suspension.

7. A process as set forth in claim 6 wherein said aqueous suspension has a pH of about 5.5 after said borate compound is introduced into said suspension.

8. A process as set forth in claim 5 wherein said borate compound is introduced into said aqueous suspension in an amount from about 5 to about 20% by weight of papermaking fibers present in said aqueous suspension.

9. A process as set forth in claim 8 wherein said borate compound is introduced into said aqueous suspension in an amount from about 10 to about 15% by weight of papermaking fibers present in said aqueous suspension.

10. A process as set forth in claim 5 wherein said wet web is dried by passing a heated gas through said wet web, said heated gas having a temperature of at least about 190°C.

11. A process as set forth in claim 10 wherein said heated gas is air.

12. A process as set forth in claim 11 wherein the temperature of said heated air is from about 190° to about 210°C.

19. A process as set forth in claim 18 wherein said boric acid is introduced into said aqueous suspension in an

amount ranging from about 10 to about 15% by weight of papermaking fibers present in said aqueous suspension.

20. A process as set forth in claim 15 wherein the temperature of said heated air is at least about 190°C.

21. A process as set forth in claim 20 wherein the temperature of said heated air is from about 190° to about 210°C.

22. A process as set forth in claim 21 wherein the temperature of said heated air is from about 200° to about 205°C.

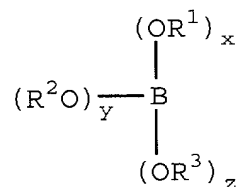
23. A process as set forth in claim 15 wherein said papermaking fibers predominantly comprise secondary cellulosic fibers.

24. A cellulosic paper product characterized as having a reduced malodor upon wetting, the cellulosic paper product being produced by a process comprising:

forming an aqueous suspension of papermaking fibers;
introducing a borate compound into said aqueous suspension;

depositing said aqueous suspension onto a sheet-forming fabric to form a wet web; and

dewatering and drying said wet web, said borate compound comprising a compound of the formula:



wherein R^1 , R^2 and R^3 are independently selected from the group consisting of hydrogen and a saturated or unsaturated, substituted or unsubstituted, branched or straight chain hydrocarbyl moiety having from 1 to about 20 carbon atoms and x, y and z are integers ≥ 0 such that $x + y + z = 3$.

25. A cellulosic paper product as set forth in claim 24 wherein said product has a finish basis weight of from about 25 to about 45 grams/m².